



Food Network is Canada's favourite destination for entertaining and inspiring food-related experiences. From engaging, passionate chefs to dramatic culinary competitions and behind the scenes access to the food industry, **Food Network** serves up an appetizing schedule showcasing popular programs from Canada, the U.S., Britain and around the world.

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new series

Donut Showdown

Donut Showdown is a 30-minute competition show that takes the iconic donut to epicurean heights. Each episode sees three of the best donut makers from across North America test their creativity in our diner kitchen. Their first challenge is to create a batch of donuts that includes three ingredients from a surprise selection of unexpected ingredients. Our three expert judges will taste and send one of our donut makers home. The remaining two contenders must now make a monster batch that's based on a theme dictated by the judges to determine who will be this week's winner of \$10,000.

Iron Chef America Tournament Of Champions

In this first-ever *Iron Chef America Tournament of Champions*, Iron Chefs face off in a dramatic single elimination showdown. Over the course of five battles, six Iron Chefs "win or go home" while vying to be crowned the grand champion of the *Iron Chef America Tournament of Champions*.

new seasons

Top Chef Canada

Food Network Canada's highest-rated series *Top Chef Canada* returns for a third season with a fresh batch of up-and-coming chefs ready to battle it out in Canada's fiercest food competition. This season the stakes are at a record-high level with over a quarter of a million dollars in cash and prizes up for grabs and the coveted title of Canada's *Top Chef*. Each week the chefs compete in Quickfire and Elimination challenges – with more extreme, on-location challenges this season designed to test their skills to see if they have the chops to become Canada's *Top Chef*. Restaurateur and Chef, Mark McEwan returns as head judge while Canadian actress Lisa Ray returns as host.

Eat St.

Eat St. is a lip-smacking celebration of North America's tastiest, messiest, and most irresistible street food. From Tijuana-style tacos served out of an Airstream trailer to pizzas baked in a brick oven on wheels, classic dogs with all the fixin's and sirloin burgers slathered in bacon jam (yes, bacon jam!), food cart fare is the hottest trend going. The stars of the show are the vendors – mavericks with creative takes on mobile meals and inspiring stories to tell. Seeking out the very best curbside eats, *Eat St.* is your grease-stained roadmap to the ultimate street food experience.

Food Factory

Behind each bag of chips, can of beer, candy bar, or loaf of bread, lies a mega-industrial production line that brings each product to the masses. *Food Factory* takes a mesmerizing peek behind the scenes of the weird and wonderful processes that produce everyone's favourite foods.

Dinner Party Wars

Dinner Party Wars invites you to enjoy a deliciously hilarious hour of wining, dining and undermining as three couples go head-to-head in a ruthless, no-holds-barred dinner party competition. Hidden cameras capture every detail as testy guests come to blows and taste buds are either tickled or tortured. And, as the battle rages on in the dining room, two expert hosts rate each dinner party, share a wealth of culinary and etiquette tips, and from the comfort of their curbside studio, determine the winners. Who will be named the champions of this culinary face-off? Be sure to RSVP because this is one dinner party smack down you won't want to miss!



Foodnetwork.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 60% of Foodnetwork.ca's visitors are A18-49 (Index 115 vs. Total Internet) and almost one-fifth (18%) of visitors are Moms 25-54 (Index 186 vs. Total Internet)
- *Top Chef Canada* returns to foodnetwork.ca for a third season in March 2013. The online success generated more than 1,200,000 video views and 840,000 page views during its second season run. The premium show site will feature full-episode streaming, winning recipes, and more!
- John Catucci continues his quest for Canada's most delicious food in the second season of *You Gotta Eat Here!* The top ranked foodnetwork.ca program delivered a monthly average of over 60,000 video views during its debut season. Along with full-episode streaming, the show site will feature mouth-watering recipes showcased in the program
- *Donut Showdown*, the competitive series in which bakers from across North America compete for the title of Donut Master, debuts on foodnetwork.ca in the spring of 2013
- Don't miss opportunities to get involved in our popular *Easter Guide* featuring great recipes and menu ideas!
- Foodnetwork.ca averages:
 - 518,000 Unique Visitors/Month
 - 4,400,000 Page Views/Month
 - 406,000 Video Views/Month; up 16% YoY



Source: Unique Visitors and Profile data-comScore Inc. Media Metrix, November 2012, 3-month average data, Total Canada, 2+ online audience.
Page View and Video Data-Omniture Site Catalyst, November 2012, 3-month average data.
Top Chef Canada Page View and Video Data-Omniture Site Catalyst, Cumulative sum from week of March 11, 2012 to week of June 3, 2012.
You Gotta Eat Here! Video Data- Omiture Site Catalyst, Monthly Average (February 2012 to July 2012).

new seasons continued

Chopped All Stars

16 chefs you know and love are competing to win \$50,000 for their favorite charitable organization.

Food Network Star

Aspiring chefs compete in the ultimate multi-month job interview. Alton Brown, Bobby Flay and Giada De Laurentiis will each coach five finalists through the intense culinary competition, each striving for one of their own to make it into the network's lineup.

The Great Food Truck Race

This is *The Great Food Truck Race*...where seven real teams representing the country's best food trucks hit the road. Each week, the teams that sell the most food race on to the next episode. The losing team drives home. In the end, one food truck remains...and the team behind the wheel and the grill wins the \$50,000 grand prize.

Cupcake Wars

It's cupcake vs. cupcake in Food Network's tastiest competition yet! Each week on *Cupcake Wars*, four of the country's top cupcake bakers face off in three elimination challenges until only one decorator remains. The sweet prize: \$10,000 and the opportunity to showcase their cupcakes at the winning gig.

Cupcake Wars



The Great Food Truck Race

new episodes

Chopped

Each week, four chefs compete before a panel of expert judges and turn baskets of mystery ingredients into an extraordinary three-course meal. Course by course, the chefs will be "chopped" from the competition until only one winner remains. The challenge? They have seconds to plan and 30 minutes to cook an amazing course with the basket of mystery ingredients given to them moments before the clock starts ticking!



Chopped

Diners, Drive-Ins and Dives



Diners, Drive-Ins and Dives

Diners, Drive-Ins and Dives are popular again thanks to faithful baby boomers, a slew of younger fans and a whole new generation of owners. Join Guy Fieri as he visits some of these classic "greasy spoon" spots!

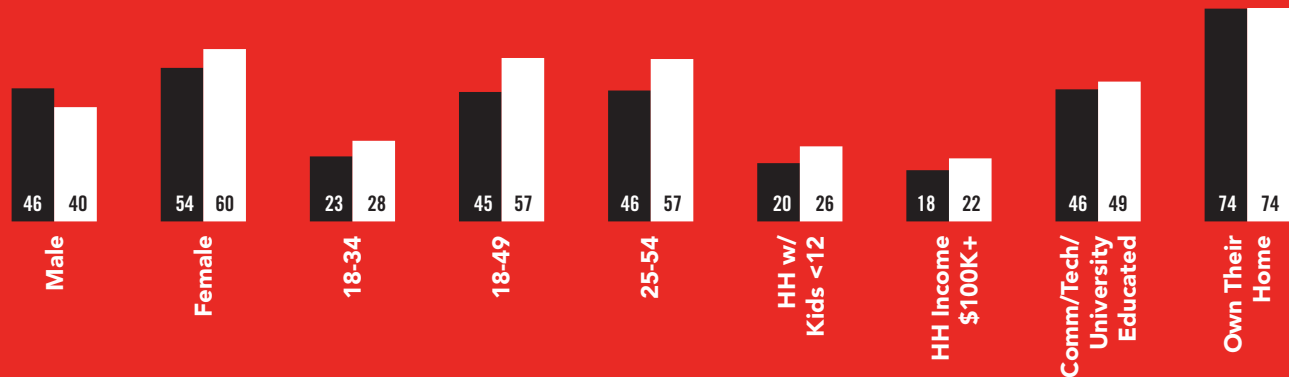
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
%A18+ AMA, English Canada,
M-Su 2a-2a (Aug 27 – Dec 16/12)

Total TV 
Food Network 



More likely to:

- Use their computer several times a week at home (120), own a Touch Screen Tablet/E-Reader (113) or Smart Phone (116), visit Social Networking (117) and Beauty/Fashion (147) websites and are always the first to try New Products and Services (132)
- Spend on Face & Body Skincare (135), Make-Up (151), Nail Care Products & Polish (148) and use Hand & Body Cream/Lotion (135). Use Sensitive Skin (127), Exfoliating (155) or Moisturizing (129) body wash, Shampoo/Hair Conditioners (128) and purchased perfume & cologne (118)
- Visit Beauty Salon/Spas (143), have had Cosmetic Facial Treatments (139), use Vitamins/Minerals/Herbal Supplements (112) and have visited a Dietitian/Nutritionist (172) in the past 6 months
- Get quite attached to their cars (113), own/lease 2+ Vehicles in the household (112) such as a Midsize Premium (127) or Large type (118) vehicle. Have their vehicle serviced by someone else (127) such as a Local Repair Shop/Service Station (113) or Auto Repair/Specialized Chain Store (114)
- Travel within Canada (109) to attend sporting events (118), Cultural Events (128), Theme Parks/Zoos (112), Provincial Parks (124) or Beaches (117) in the past year. Taken a trip outside of Canada (111) or on a Cruise Ship (130) in the past 3 years
- Attend Food (159), Wine & Cheese (145) or Home (135) Shows/Exhibitions, eat at High Quality Restaurants (145) 2+ times in the past month and visit Casinos (142)
- Seldom make a financial move without consulting an expert (118), and invest in Mutual Funds (110), RRSP's (115), Canada Savings Bonds (122), GIC's (111), Term Deposits (153) and own 3+ Credit Cards (120)
- Made home improvements such as Decorating (114), Flooring/Carpet (112), Landscaping (118) and Plumbing/Heating/Air Conditioning (117)
- Purchased Footwear (111), Non-Prescription Eyewear (123), Women's Clothing (116), Watches (132), Fine (121) and Costume (141) Jewellery and look for Designer Labels (123)
- Go to the Movies in the last week (113), enjoy Live Theatre (125), Popular Music Concerts (142), Entertaining at Home (135), Gourmet Cooking (179)
- Enjoy outdoor activities such as Gardening (131), Camping (124), Downhill Skiing (126), Snowboarding (128), Boating (115) and attending pro sporting events such as Hockey (124), Horse Racing (179) and Baseball (151)
- Reward themselves by having a Snack (122) and are medium/heavy consumers of Hard Candy/Mints (126), Chewing Gum (115), Potato Chips (112) and Popcorn (160)
- Consume Instant Hot Cereals (115), Granola/Cereal/Muffin Bars (112), Ready-To-Serve Dips (124), Frozen Hot Snacks (129), Condensed (116) and Ready-To-Serve (119) Soups
- Medium/heavy consumers of Coffee (114), Iced Tea (116), Tomato/Vegetable Juice (139), Soft Drinks/Colas (116), Energy/Sports Drinks (114), Sparkling Water/Seltzer (120), Alcohol Coolers (155), prepared Mixed Drinks with Liquor (171) and Champagne/Sparkling Wine (143)
- Purchase Baby/Children's Care Products (121), Animal Health Products for Cat/Dog (118), Cat Litter (113), Treats (124) and Wet (119) or Dry (111) Cat Food

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- In Fa'12, Food Network was ranked in the Top 10 of Specialty networks across multiple demos (#10 A25-54)
- On Food, *The Next Iron Chef* ranked among the top programs for all Specialty (non-sports) - #16 A25-54; #5 W25-54
- Other top programs on the network include *Restaurant Stakeout*, *Diners Drive-ins & Dives*, and *Chopped*
- In an average week (Fa'12), over 6.2 Canadians (2+) tuned-in to Food Network
- The third season of *Top Chef Canada* will premiere in March 2013
- Subscribers – approximately 5.7 million (Mediastats Sept'12)

Source: BBM Canada PPM Data (FA12: Aug 27-Dec 16/2012) / Total Canada A25-54 AMA (000) unless otherwise noted